

# An Agency of the State of Hawaii

Stadium Authority Meeting 99-500 Salt Lake Boulevard Honolulu, Hawaii 96818

September 25, 2008

Members Present

Kevin Chong Kee, Chairman

Kay Ahina

Marvin Fong

Alexander Kane, Jr.

Marcia Klompus

Kenneth Marcus

Alan Tamayose

Staff

Scott Chan

Lois Manin

Stephen Lee Andrew Chang

Liana Nakagawa

Members Absent Kathryn Inouye

Nelson Oyadomari

Shawn Nagata

Engel Garcia

Shelly Shoji

Alan Arato

#### Others

Randall Nishiyama, Deputy Attorney General

Russ Saito, DAGS Comptroller

Carl Clapp, UH Athletics

Roger Reeves, Centerplate District Manager/Dir. Of Operations

Davy Murayama, Centerplate, General Manager

Neumann Shim, Swap Meet Vendors' Association

Jerry Garcia, Swap Meet Vendors' Association

Glen Nakamura

#### I. CALL TO ORDER

A quorum being present, Chairman Kevin Chong Kee called the meeting to order at 10:05 a.m.

# II. <u>APPROVAL OF MINUTES OF THE AUGUST 28, 2008 PUBLIC</u> MEETING AND EXECUTIVE SESSION.

ON A MOTION BY MEMBER AHINA TO ACCEPT THE MINUTES OF THE AUGUST 28, 2008 PUBLIC MEETING, AND SECONDED BY MEMBER KANE, THE BOARD UNANIMOUSLY APPROVED THE MINUTES.

ON A MOTION BY MEMBER KANE TO ACCEPT THE MINUTES OF THE AUGUST 28, 2008 EXECUTIVE SESSION, AND SECONDED BY MEMBER AHINA, THE BOARD UNANIMOUSLY APPROVED THE MINUTES.

# III. MONTHLY REPORT

#### A. CHAIRMAN'S REPORT

Chairman Chong Kee stated Senator Fred Hemmings is on the agenda under New Business, but due to a prior commitment, he is unable to attend this meeting. He will reschedule his presentation at a future meeting.

Chairman announced Glen Nakamura's presentation on the disabled parking at Aloha Stadium (listed under New Business) will immediately follow the Advertising Monthly Report.

#### B. MANAGER'S REPORT

#### First University of Hawaii (UH) Football Home Game

The event went well with over 36,000 in attendance. The Secret Guest Program sponsored by UH generated a lot of interest by the employees who are being recognized for their excellence in customer service. This program will continue through the entire season.

#### UH Football- September 27, 2008

A joint press release by the Stadium and UH was issued to inform the public that Ford Island will not be used for alternate parking on Saturday; the reason being that the anticipated attendance will not warrant the expense for that service.

#### ADA Parking

We encountered several concerns with our ADA parking at the UH game and later this morning we will have a report describing the service we are providing for our ADA guests.

# Approval for Future Event

Manager Chan requested a pre-approval for an upcoming major event. It is anticipated that the date will be set and an application submitted next month "before" the next board meeting. Since time is of the essence, both the promoter and stadium administration will need to immediately move forward with the planning and coordination of that event. Deputy Attorney General Randall Nishiyama stated Stadium Manager will present a summary and submit a formal application for Board approval at the next meeting. Board members were agreeable to that arrangement.

#### **Bus Service**

The Stadium has been working with private bus companies to provide transportation to the UH games, due to the discontinuation of the City bus service; it has been a smooth transition for the general public.

#### Comments by Board Members

Member Ahina said the traffic for the first UH game was very much under control and inquired what was done differently. Stadium Manager said the implementation of parking permits was the main factor in expediting vehicles more quickly and safely. By 3:15-3:30 p.m. there was no traffic on the roads and management is very pleased with the results. The handicap stalls were also filled within 20-25 minutes of gates opening. Ms. Ahina said hats off to the Stadium Manager and staff for doing a magnificent job. Manager Chan credited his staff for the positive results.

Ms. Ahina inquired about the additional portable toilets at the football games. Stadium Manager said the contractor did not come through with that service and he is looking at other alternatives.

# 2008 UH Football ADA Parking

Engel Garcia, Traffic & Parking Supervisor conducted a power point presentation regarding the ADA parking that is being provided at the Stadium during UH football games:

# Policies & Procedures Governing ADA Parking

- ADA stalls are available on a first-come, first serve basis
- ADA stalls open at the same time that regular public and reserve stalls open (2:30 p.m. for 6:05 p.m. games)
- ADA stalls are accessible via Parking Gates 1 & 2

 Requirements (Valid Placard or ADA License Plate; Valid ADA I.D. Card; Person with Disability must be present in the vehicle)

# Location of ADA Parking

• There are a total of 99 ADA stalls located in various sections of the parking lot

# **Facility Compliance**

• According to the State ADA commission, "The Stadium is in compliance based on the total number of parking spaces of 7,904."

# ADA Parking Provided at the 9/6/08 UH Game

•	All marked ADA stalls	-	99
•	Curbside Parking	-	92
•	Ford Island	-	74

(Note: Ford Island ADA patrons were shuttled via ADA accessible shuttle buses and were dropped off and picked up at Section 1B, near Turnstile Gate 4.)

# ADA Shuttle Service from ADA Overflow Parking at Kam Lot

- Stadium will provide an ADA-accessible shuttle service from Kam Lot to Aloha Stadium (Section 1B- near Turnstile Gate 4)
- Service will be continuous through the duration of the game.

# C. APPROVAL OF EVENTS (Stephen Lee)

1. HHSAA Football – State Championships November 28, 2008 (Friday) December 5, 2008 (Friday)

A MOTION WAS MADE BY MEMBER KANE AND SECONDED BY MEMBER TAMAYOSE TO APPROVE THE EVENT. THE MOTION CARRIED UNANIMOUSLY.

2. Oahu Youth Sports League Youth Flag & Tackle Football Games December 7, 2008 (Sunday)

# Discussion

Member Klompus requested that the G.E.T. number be added for our records, if one is available.

A MOTION WAS MADE BY MEMBER KANE AND SECONDED BY MEMBER FONG TO APPROVE THE EVENT. THE MOTION CARRIED UNANIMOUSLY.

#### D. UHAD MONTHLY REPORT

Carl Clapp spoke on behalf of Jim Donovan, UHAD. Mr. Clapp extended his appreciation to the entire Aloha Stadium staff for the excellent results at the first UH game. Everything ran smoothly. He said the traffic was unbelievable - it was the first experience of it running so smoothly. They appreciate the terrific working relationship that UH presently has with the Stadium staff.

#### Comments

Member Klompus also received comments from someone who works very closely with the Stadium. That person indicated that this was the very best relationship they have ever had with the Stadium and the University; expressed the feeling of everyone at UH that they are super excited about the cooperation. She was pleased to learn that the Stadium staff was included in UH's operations meeting for the new season and didn't realize that it was a first for the Stadium. Stadium Manager said there is no doubt that there is an open communication line between the two and he feels it is necessary because it takes many to make things work.

Deputy Manin reported the Family Fun Zone has been moved from the North Plaza to the parking lot, near Pole 29 (hours: 3-6:00 p.m.). She thanked Centerplate for accommodating UH's request for the move. Mr. Clapp said UH felt it was a better site and more visible outside the stadium.

#### E. CENTERPLATE/SWAP MEET MONTHLY REPORT

Davy Murayama stated Centerplate's report is included in the Board's packets. The report includes attendance figures and a small report on their Oahu Drive Guide coupon advertising program.

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#### F. ADVERTISING MONTHLY REPORT

Stadium Manager stated the Advertising Invitation For Bid went out on September 5, 2008. The next step is to examine the project site by potential bidders. The pre-bid conference will be on October 7, 2008.

# IV. NEW BUSINESS - Discussion and Appropriate Action

A. Glen Nakamura – Presentation regarding the disabled parking situation at Aloha Stadium.

Chairman introduced Glen Nakamura (brother former Police Chief Michael Nakamura), who has some concerns about the ADA requirements at the Stadium.

Mr. Nakamura said his purpose in attending the meeting is to come up with some solutions and recommendations to better assist the handicap and to provide a better understanding of what a person with disabilities deals with. Some of his recommendations are listed below:

 Training the Stadium's parking staff on the proper procedures for verifying IDs, placards, and the acceptance of Disabled License Plates in lieu of placards;

(Mr. Nakamura said there should be less fraud now that the Stadium is monitoring the ID's. Mr. Garcia said they are working on training employees to recognize the ADA license plates.)

- Request HPD's assistance to strictly enforce, with zero tolerance the ADA parking rules, which will eliminate fraud; verify that the appropriate ID belongs to the person with disabilities and that person is actually in the vehicle;
- Consider allowing the overflow of vehicles with placards to park around the entire stadium's inner circle entrance areas;

(Mr. Nakamura said moving to Kam Lot vs. Ford Island is much better and hopes the Stadium will have drop-offs through the North Kam Gate.)

• Consider relocating some of the disabled parking stalls to the north end zone parking area also; the reason being, that there are disabled seats around the entire stadium concourse and it is a long walk for some of the persons with disabilities;

(Manager Chan responded that Mr. Nakamura brought up a good point and management may have to reevaluate how those stalls are distributed; if changes are made, it may not be for this season, but the Stadium will definitely look into that idea.)

- Provide enough ADA parking stalls to equal the number of disabled wheelchair seats that are sold:
- Sell premium parking to persons with disabilities who purchase season tickets in the disabled wheelchair sections, without requiring premium seat contributions;

(Mr. Nakamura said if he could purchase a parking permit, he would not have to be in line at 1:30 and could come to the Stadium after 3:30 like other guests. Stadium Manager said that matter would have to be discussed with UH. Mr. Chan stated he wanted to make it clear that no one is allowed to enter earlier if they do not have a function to work the event.)

• Inquired about the two empty stalls in front of the Box Office. Stadium Manager and Mr. Garcia responded that those stalls must be kept open during events for emergency purposes (fire truck, HPD command personnel, etc.). Mr. Garcia said the primary function of those two stalls is for ADA ticket buyers during the week.

Mr. Nakamura thanked the Board for listening to his concerns.

Mr. Nakamura added that the State falls under the Americans with Disability Act, Chapter 2. It states that public transportation for people with disabilities needs to be pre-approved by the Dept. of Justice, which is something the Stadium needs to look into. Mr. Garcia responded, "The Roberts Hawaii wheelchair buses that the Stadium provides are already being used by Roberts Hawaii, providing for school children that have disabilities and are in wheelchairs – I believe they are certified."

Member Ahina inquired about the possibility of having a designated lane to access those with ADA ID's into the stadium. Manager Chan responded that it might reduce the service that we need to provide overall and we are already limited in terms of access points to get in. Mr. Garcia noted due to the design of the streets and the facilities, it would not be feasible.

B. Senator Fred Hemmings – Presentation on a public/private partnership for the development of public infrastructure to the stadium property in return for commercial consideration.

(Refer to Chairman's Report.)

- V. UNFINISHED BUSINESS Discussion and Appropriate Action
  - A. Aloha Stadium Advertising Contract Update on the "IFB" for the Aloha Stadium Advertising Contract.

Report provided by Stadium Manager under Section III.F.

B. Aloha Stadium Swap Meet Consultant's Report – Report on the Recommendations from Stadium Management and Centerplate on the Reorganization of the Aloha Stadium Swap Meet.

Stadium Manager noted, "This reorganization has been long overdue and now we can move forward with the intention of bringing about positive changes. He asked everyone to keep in mind the recommendations that are being provided by the experts. It has been a long process; giving everyone the opportunity to provide their input to help us best manage the swap meet. The Stadium will allow Centerplate to do their job, to run the swap meet as stated in the contract; and our administration will oversee them. Mr. Chan stated they will begin that process immediately. It is our hope that the recommendations made today will improve the swap meet over time. We ask that everyone involved keep an open mind and realize there will be some painful changes. We also ask that you help us help the vendors, the buyers, and our staff make a smooth transition."

Manager Chan turned the meeting over to Roger Reeves for his presentation.

Mr. Reeves noted the following changes that will be implemented during the upcoming weeks:

#### 1. THREE-STRIKE RULE

- **First Strike** written warning issued to vendor by management and placed in file;
- **Second Strike** written warning issued to vendor by management and placed in file AND suspension from selling for 30 days (no refunds);
- **Third Strike** permanent suspension from selling (no refunds).

# 2. SET-UP/BREAKDOWN (TIMES OF OPERATION); NEW SWAP MEET HOURS:

# Sundays (6:30 a.m. to 3:00 p.m.)

- D-Row Marketplace allowed but not required to open at 6:30 a.m.;
- D-Row vendors must be in stalls by 7:30 a.m. (no vehicles after 9:00 a.m.);
- A-B-C-Row vendors must be in stalls by 6:00 a.m. (no vehicles after 7:30 a.m.).

# Wednesdays and Saturdays (8:00 a.m. to 3:00 p.m.)

- Vendors in all rows must be in stalls by 7:30 a.m. (no vehicles after 9:00 a.m.):
- Vendors WILL be allowed to leave before 3:00 p.m. closing under safety guidelines.

# 3. VENDOR'S ASSOCIATION (To provide an opportunity for vendors to voice opinions, make suggestions, and present issues to Centerplate):

- Centerplate will conduct business with the Vendors'
  Association by scheduled appointments on an as-needed
  basis. All complaints must be submitted in writing on the
  form provided by Centerplate. Instructions for vendors to
  appeal the decision(s) made by Centerplate will be
  provided on the form.
- 4. FOUR-STALL RULE (To promote a free marketplace and provide both value and variety to buyers):

- Complete elimination of the four -stall rule. Vendors will submit one category item to Centerplate for mapping purposes only.
- 5. RECONFIGURATION (To create a continuous circle of vendors, promote a buyer-friendly traffic pattern, and address emergency procedure issues.)
  - Relocate overlapping E and F row vendors (approx. 100);
  - Relocate vendors in fire lanes and driveways.

The vendors who will be relocated will receive priority in the next permanent lottery.

Mr. Reeves stated Centerplate has initiated an agreement with "The Brand Strategy Group" to address other issues mentioned in the Consultant's report:

- Image/name and logo change;
- Pricing structure;
- Extra day of operation;
- Marketing and advertising.

In addition, Mr. Reeves noted they will look into:

- The reevaluation of the rental fee structure:
- The possibility of offering buyers free admission on the first and/or third Saturday of the month.

# **Summary**

Mr. Reeves agreed it will not be an easy task, and there will be heartaches for some vendors, but assured everyone that they are doing what they think is in the best interest for the survival and revival of the current Aloha Stadium Swap Meet. It is a business decision and is not intended to inflict pain and suffering to anyone. He expressed the need for everyone to work together on these new policies and procedures.

#### **Comments**

Member Ahina inquired, "What happens if these changes do not work out for the vendors." Mr. Reeves confirmed they will review it again after the vendors have given their 100% cooperation and enough time has elapsed to allow the new policies and procedures to make a significant difference and improvement at the swap meet.

Member Fong agreed the changes are necessary to improve the situation at the swap meet.

Neumann Shim, President - Vendors' Association (VA). Mr. Shim spoke on behalf of Ashley Harding with the following comments:

- Some of the changes being implemented are good, and some are not agreeable by the VA;
- The Petition presented today is to establish the change of rules that were presented it states the positions of the vendors. The purpose was to put it in writing in order to be heard and provide clarity so that the Board can make intelligent decisions;
- Some of the recommendations made today do not represent the vendors' opinions as mentioned at the August 6, 2008 special meeting;
- The reconfiguration of the E-F Rows is a decent compromise. Mr. Shim thanked Centerplate for allowing the section in the middle to remain.
- He does not necessarily agree with the way they are handling the overlap into Sections 1 and 14 (through a lottery), but that is a compromise they can live with;
- They are not in agreement with the Three-Strike Rule it should not have three strikes of different violations;
- Elimination of the Four-Stall and Product Category rule is one of the biggest issues. It is a detriment to the vendors. There are two arguments the free market vs. some type of protection for the vendors. Only time will tell if it is the right decision;
- At the present time the vendors feel they cannot afford to drop their prices when competition becomes so great among each other. They feel vendors with deep pockets are going to outdo the ones that are financially unable to drop their prices. Eventually, a lot of vendors will have to quit;
- Of major importance to the vendors is that the Board each month takes a count of: 1) How many vendors quit, and 2) How many

new vendors came in. They feel that will tell you if the new plan is working. They feel it should not be measured by attendance only.

• Informed the Board of the swap meet website address: <u>alohaswapmeetvendorassociation.com</u>. It is a venue for the vendors to list their businesses as well as voice all of the concerns they have re: by-laws, etc. It was established last week.

# Statement by Roger Reeves

Mr. Reeves requested that the following statement go on record:

"Some things that are mentioned in the petition are untrue. As a result, he has submitted the petition to their attorneys, requesting that they review the false allegations. The swap meet needs to move forward and cannot be hindered by these matters. Although many things have been said about Centerplate in the past, which he has not responded to, it will no longer continue. Mr. Reeves said he was hired by the State to run a business, which he plans to continue doing. He also said Centerplate wants what is best for the vendors and will keep their best interests in mind. He also said, yes, we're going to make mistakes, but we're going to learn from them; but doing nothing and fighting all the time will not accomplish anything and we just need to move on."

Member Klompus stated she did not feel a parking ticket should be one of the 3-strikes, unless one or two warnings are first issued. She also noted that the swap meet began as a free market and believes it could be successful again under the new rules.

C. Aloha Stadium Repair Work – Update from Comptroller Russ Saito on the stadium repair project.

Comptroller Russ Saito provided the Board with a schedule and current status as it relates to the planning, design and construction phases of the following projects:

#### On-Going Projects:

- Structural Certification (incl. wind loads modeling and analysis)
- Stiffen Raised Concourse Bridges
- Upper Roof Replacement in Entirety & Upgrade/Relocate 12 Light Transformers
- Emergency Plan for Lighting Transformers & Design Under Roof Replacement
- Field Lighting Control System Repairs
- Renovate/Upgrade East Stands

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# New Projects

- Corrosion Mitigation, Phase 1
- Waterproofing & Deck Repair, Phase I
- Structural Upgrades, Phase 1
- Utility Improvements, Phase 1
- General Service & Safety, Phase 1

# VI. EXECUTIVE SESSION

IT WAS MOVED BY MEMBER TAMAYOSE AND SECONDED BY MEMBER KANE TO GO INTO EXECUTIVE SESSION AT 12:15 P.M. THE MOTION CARRIED UNANIMOUSLY.

VII. NEXT MEETING - October 30, 2008

VIII. ADJOURNMENT at 12:46 p.m.

KÉVIN CHONG KEE

Chairmar

Recorded by:

Diana Ho

Approval Date:

10/30/08